



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration  
Washington DC 20204

0770 '99 SEP -3 110 144

23 August 1999  
Sheryl A. Marcouiller  
Senior Food and Drug Counsel  
Kraft Foods  
Three Lakes Drive  
Northfield, IL 60093-2753

Dear Ms. Marcouiller:

This is in response to your label submission for the product "salad dressing." The final labels, Kraft Miracle Whip Salad Dressing 8 FL OZ, 16 FL OZ, 32 FL OZ, 48 FL OZ, and 60 FL OZ, which will be used for market test purposes under the temporary market permit for salad dressing that was announced in the Federal Register of Thursday, May 6, 1999 (Docket No. 99P-1041), have been reviewed and are acceptable for their intended use.

If you have further questions, please do not hesitate to contact us.

Sincerely yours,

*Loretta A. Carey*  
Loretta A. Carey  
Division of Programs  
and Enforcement Policy  
Office of Food Labeling

99P-1041

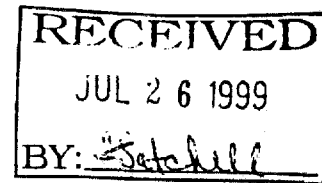
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Kraft Foods

Sheryl A. Marcouiller  
Senior Food Law Counsel

July 23, 1999



Felicia B. Satchell, Chief  
Food Standards Branch (HFS-158)  
Division of Programs and Enforcement Policy  
Office of Food Labeling  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
200 C Street, S.W.  
Washington, D.C. 20204

Re: Docket No. 99P-1041  
Salad Dressing Deviating from Identity Standard  
Temporary Permit for Market Testing  
64 Fed. Reg. 24408, May 6, 1999

Dear Ms. Satchell:

In my letter to you dated July 21, I indicated that we would be submitting finished labels for additional package sizes of salad dressing that is the subject of our temporary marketing permit, when those labels were printed and the products ready for testing. The labels for the four additional package sizes, 8 fl. oz., 16 fl. oz., 48 fl. oz., and 60 fl. oz., of Miracle Whip brand salad dressing are enclosed. These labels, and the 32 fl. oz. label submitted with my letter dated July 21, all reflect the reduced egg formula described the temporary marketing permit. When other formulas and product sizes are tested, we will submit finished labels for those products.

Thank you for your consideration.

Respectfully submitted,

Kraft Foods, Inc.  
Sheryl A. Marcouiller



# Miracle Whip®

Salad Dressing

11.0Z  
QT) 946mL

Serving Size 1 Tbsp (15g)  
Servings Per Container 64

**Amount Per Serving**

**Calories 60**

Calories from Fat 50

**% Daily Value\***

**Total Fat 6g** 9%

**Saturated Fat 1g** 5%

**Cholesterol 5mg** 2%

**Sodium 105mg** 4%

**Total Carbohydrate 2g** 1%

**Dietary Fiber 0g** 0%

**Sugars 1g**

**Protein 0g**

**Vitamin A 0% • Vitamin C 0%**

**Calcium 0% • Iron 0% • Vitamin K 15%**

INGREDIENTS: SOYBEAN OIL, WATER, VINEGAR, SUGAR, EGG YOLKS, STARCH, MODIFIED FOODS, STARCH, SALT, MUSTARD, FLAVOR, SPICE, PAPRIKA, NATURAL FLAVOR.


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GLENNVIEW, IL 60025 USA

**KRAFT** *Real Mayonnaise* *For the Real*™

PER SERVING	FAT
THIS PRODUCT	6g
Mayonnaise	11g

(11/04/07) (b) (12)

PROOF OF PURCHASE



0 21000 64511 4

32 OZ MIRACLE WHIP

KRAFT  
**Miracle  
Whip®**

### Country Bacon Potato Salad

*Prep time: 20 minutes plus refrigerating*

4 cups quartered cooked new potatoes (about 1<sup>1</sup>/<sub>3</sub> lb.)

6 slices OSCAR MAYER Bacon, crisply cooked, crumbled

1/2 cup each chopped green pepper and chopped onion

1 cup MIRACLE WHIP or MIRACLE WHIP LIGHT Dressing  
salt and pepper

*MIX potatoes, bacon, green pepper and onion in large bowl. ADD dressing; mix lightly.  
Season to taste with salt and pepper. REFRIGERATE. (Makes 4 to 6 servings)*



For questions, comments, or great recipes visit *Miracle Whip®* Online:  
<http://www.kraftfoods.com/miraclewhip> or Call 1-800-847-1997





BEST WHEN  
PURCHASED BY

Nutrition Facts	Amount/serving	% DV*	Amount/serving	% DV*
Serv Size 1 Tbsp (15g)	<b>Total Fat</b> 6g	<b>9%</b>	<b>Total Carb</b> 2g	<b>1%</b>
Servings 120	Sat Fat 1g	<b>5%</b>	Fiber 0g	<b>0%</b>
<b>Calories</b> 60	<b>Cholest</b> 5mg	<b>2%</b>	Sugars 1g	
Fat Cal 50	<b>Sodium</b> 105mg	<b>4%</b>	<b>Protein</b> 0g	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.				
Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0% • Vitamin K 15%				

**INGREDIENTS:** SOYBEAN OIL, WATER, VINEGAR, SUGAR, EGG YOLKS, STARCH, MODIFIED FOOD STARCH, SALT, MUSTARD FLOUR, SPICE, PAPRIKA, NATURAL FLAVOR

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**FAT PER SERVING:** THIS PRODUCT 6g; MAYONNAISE 11g

For questions, comments, or great recipes visit *Miracle Whip*<sup>®</sup>  
 Online: <http://www.kraftfoods.com/miraclewhip>  
 or Call 1-800-847-1997





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PROOF OF PURCHASE





Nutrition Facts		Amount/serving	% DV*	Amount/serving	% DV*
Total Fat 6g		9%	Total Carb 2g		1%
Sat Fat 1g		5%	Fiber 0g		0%
Cholest 5mg		2%	Sugars 1g		
Sodium 105mg		4%	Protein 0g		

Serv Size 1 Tbsp (15g)  
Servings 32  
Calories 60  
Fat Cal 50

\*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0% • Vitamin K 15%

INGREDIENTS: SOYBEAN OIL, WATER, VINEGAR, SUGAR, EGG YOLKS, STARCH, MODIFIED FOOD STARCH, SALT, MUSTARD FLOUR, SPICE, PAPRIKA, NATURAL FLAVOR

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GLENVIEW, IL 60025 USA (B0048)

FAT PER SERVING:  
THIS PRODUCT 6g; MAYONNAISE 11g

For questions, comments or great recipes visit [www.kraftfoods.com/miraclewhip](http://www.kraftfoods.com/miraclewhip)  
or Call 1-800-847-1997

010-5670-063

**PROOF OF PURCHASE**

0 21000 64504 6

16 OZ MIRACLE WHIP



Nutrition Facts		Amount/serving	% DV*	Amount/serving	% DV*
Serv Size 1 Tbsp (15g)		<b>Total Fat</b> 6g	9%	<b>Total Carb</b> 2g	1%
Servings 16		Sat Fat 1g	5%	Fiber 0g	0%
Calories 60		<b>Cholest</b> 5mg	2%	Sugars 1g	
Fat Cal 50		<b>Sodium</b> 105mg	4%	<b>Protein</b> 0g	

\*Percent Daily Values (DV) are based on a 2,000 calorie diet. Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0% • Vitamin K 15%

INGREDIENTS: SOYBEAN OIL, WATER, VINEGAR, SUGAR, EGG YOLKS, STARCH, MODIFIED FOOD STARCH, SALT, MUSTARD FLOUR, SPICE, PA-PRIMA, NATURAL FLAVOR  
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 GLENVIEW, IL 60025 USA (800)481-5660

FAT PER SERVING:  
 THIS PRODUCT 60g; MAYONNAISE 11g

For questions, comments or great recipes visit *Miracle Whip*® Online  
<http://www.kraftfoods.com/miracletwhip>  
 or Call 1 800 847 1997

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